

ORDER



Orders

Order / Rev:	6400693
Alt Order #:	06400693
Product Desc:	OBAMA 4 PRES:60'S
Estimate:	2310
Flight Dates:	11/01/12 - 11/06/12
Original Date / Rev:	10/31/12 / 10/31/12
Order Type:	GENERAL

WDJT-TV-LP

Matthew Norten

HDC

NAT

Agency

Name:	GMMB Greer Margolis Mitchell
Buying Contact:	
Billing Contact:	
	1010 Wisconsin Ave. NW
	Washington, DC 20007

Primary AE:

Sales Office:

Sales Region:

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

Cash

Broadcast

EOM/EOC

15%

Advertiser

Name:	Poli/Obama for President
Demographic:	A35+
Product Codes:	PL Candidate
Priority:	P-1
Revenue Codes:	AGY, POL, CAND

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	3	\$30,000.00	\$25,500.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	3	\$30,000.00	\$25,500.00	0.00
Totals	3	\$30,000.00	\$25,500.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	20%	\$30,000.00
Market	100%	\$150,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	1%	\$1,500.00
WISN	29%	\$43,500.00
WITI	32%	\$48,000.00
WMLW-	1%	\$1,500.00
WPXE	0%	\$0.00
WTMJ	16%	\$24,000.00
WVTV	1%	\$1,500.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	11/05/12	11/05/12	Mo 9p - 10p Hawaii Five-O	CM	Mo 9p - 10p	1-----	1:00	1	\$20,000.00	P-1	0.00	NM	1	\$20,000.00
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 11/05/12	11/11/12	1-----						\$20,000.00		0.00			
E 2	WDJT	11/01/12	11/02/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	---TF--	1:00	1	\$5,000.00	P-1	0.00	NM	1	\$5,000.00
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 10/29/12	11/04/12	---TF--						\$5,000.00		0.00			

Order / Rev: 6400693
Alt Order #: 06400693
Flight Dates: 11/01/12 - 11/06/12

Advertiser:	Poli/Obama for President
Product Desc:	OBAMA 4 PRES:60'S
Estimate:	2310

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	11/01/12	11/02/12	Wheel of Fortune 630p-7p 630p-7p/Wheel		M-F 630p-7p	---TF--	1:00	1	\$5,000.00	P-1	0.00	NM	1	\$5,000.00
<hr/>															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/29/12	11/04/12	---TF--	1	\$5,000.00	0.00										
<hr/>															
												Totals	3	\$30,000.00	